Developing World Ready Technology Products

Introductions
- André-Paul Pellet - Senior VP, Business Development, M2 Limited.
- M^2 Limited - providing globalization, localization and translation services to industry for 21 years.

Objectives
- What is the difference between Globalization, Localization and Translation?
- Why is Globalization important?
- How does Globalization affect development?
- What can be done to reduce the impact of Localization?
- What is the Localization Process?
- How can this be applied to current projects?

Concepts
- Globalization - The process of planning, designing and producing a product or service which can be used internationally.

Globalization's Reach
- Project Management
- Software Development
- Help/CBT Development
- Documentation
- QA & Testing

What is World Ready?
- Materials - All the elements have been written, designed, developed or created considering the implementation, use, results, and expectations of an international environment.
- Project - A project that meets or exceeds customers expectations by providing a broader global perspective, and delivers multiple solutions to meet the needs of the international user.

A Global Project includes...
- A scope that includes horizontal solutions across different languages or regions.
- Deliverables include the generation of international materials.
- Multiple Life Cycle elements for different users and regions.
- Use of other company resources to create "World Ready" materials ready for localization.
- Multiple timeline paths with different possible beginnings and end dates per region.

Project Management

- Identify specific language deliverables and operational requirements in the beginning
- Determine what language materials and resources are available from the customer.
- Link English Project Plans to Localization Project Plans within MS Project.
- Project schedules need to include time for globalization (10% more).

The Global Project Plan
- A Global Project Plan must not only be vertical, but must include the languages in a horizontal manner, resulting in multiple deliverables.

Managing a Global Development Project
- Include the localization vendor as an active member of the team.
- Conduct regular status update meetings.
- Develop an understanding within the team that changes in the materials lead to rising project costs.
- Include multiple milestones - one for each aspect, for each language.
- Educate the team members throughout all global tasks - help to create the expectations.
- Include the global aspects in each of the Project Progress Reports.

Product Design
- Software Globalization
- Globalization - Help/Online
- Globalization - Documentation

Globalization Testing
- Use RAD/Online tools to simulate language navigation.
- Determine if 3rd party tools meet the language requirements.
- Plan architecture to support additional future languages.
- Test/Review prototypes by localizing into the longest possible language.
- Provide opportunity for global users to participate in usability tests.
- Test materials on international Operating Systems
- Testing Strategies

Localization Spectrum

Localization Process
- Quality Control
- Global Usability Testing Includes
- Managing Client Reviews
- Localization Updates